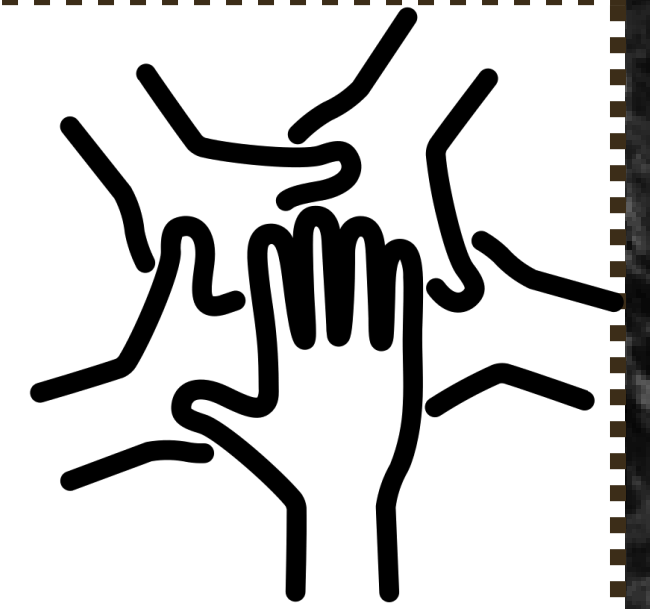


A dimly lit movie studio set. The ceiling is filled with a complex network of metal rigging and numerous studio lights. In the foreground, a large camera on a dolly is partially visible. To the left, there is a set of furniture including a sofa and a coffee table. In the center background, a ladder is leaning against a wall. To the right, there is a doorway and some equipment. The overall atmosphere is professional and technical.

NEW MOVIE STUDIO

Group 6

Group Members



Grace Gitau

Peter Mbutia

Zachariah Komu

Paulette Ndenda

Project Overview

Your company is venturing into the movie industry by creating a new movie studio. With the rise of original content creation by major companies, there's an opportunity to tap into this lucrative market. However, your company lacks the necessary insights and expertise in filmmaking. Your task is to analyze current trends in the movie industry, focusing on what type of films are performing best at the box office, and translate these findings into actionable insights for the company's new movie studio.

Data Understanding

Data sources

The data used in this analysis is in different formats and has been collected from:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

Questions to consider.

1. What is the best season to release movies vs popularity & domestic gross?
2. What is the most successful genre?
3. Is there a relationship of runtime of movies vs domestic gross and production budget?
4. What are the leading movie studios and production budgets?
5. Can the film industry be a consistent profit center?
6. What is the correlation between vote average and popularity?

Description of Data

1. Movie Title: The title of the movie.
2. Release Year: The year the movie was released.
3. Genre: The genre(s) of the movie (e.g., Action, Comedy, Drama).
4. Director: The name of the director(s).
5. Cast: The main cast members.
6. Budget: The production budget of the movie.
7. Box Office Gross: The total revenue generated by the movie.
8. Average Score: The average rating given by critics or audiences.
9. Number of Reviews: The total number of reviews received.
10. Popularity: A metric indicating the popularity of the movie.
11. Runtime: The duration of the movie in minutes.
12. Language: The primary language of the movie.
13. Country: The country where the movie was produced.
14. Production Company: The company that produced the movie.
15. Release Date: The specific date when the movie was released.
16. Awards: Any awards won by the movie.
17. Rating Certificate: The movie's certification rating (e.g., PG, R).
18. Synopsis: A brief summary of the movie's plot.

Data Preparation & Analysis

Data Preparation

The datasets were cleaned and merged as necessary. Steps included:

Loading and inspecting the datasets.

Handling missing values and correcting data types.

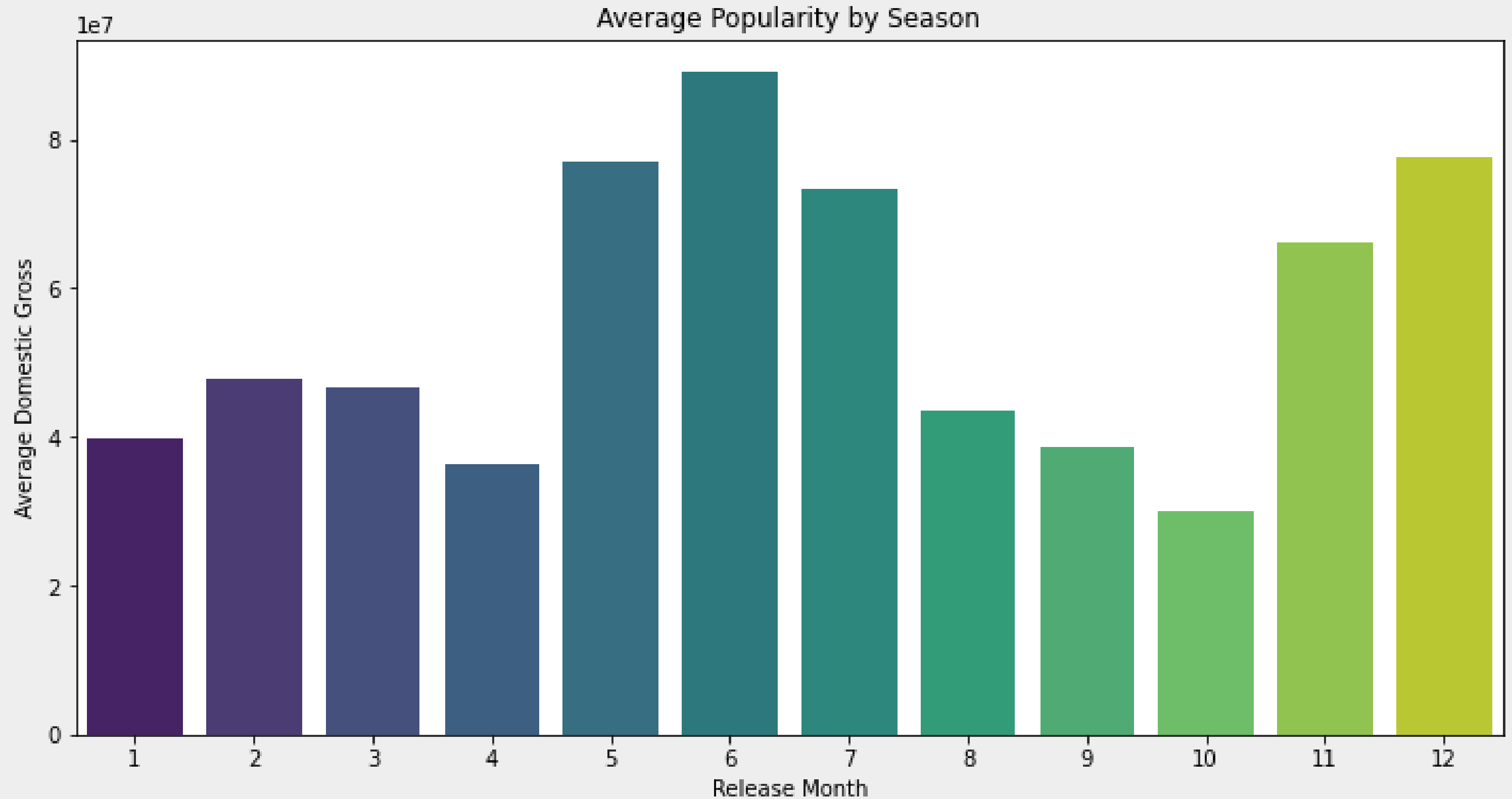
Merging datasets on common keys such as movie titles and release dates.

Data Analysis

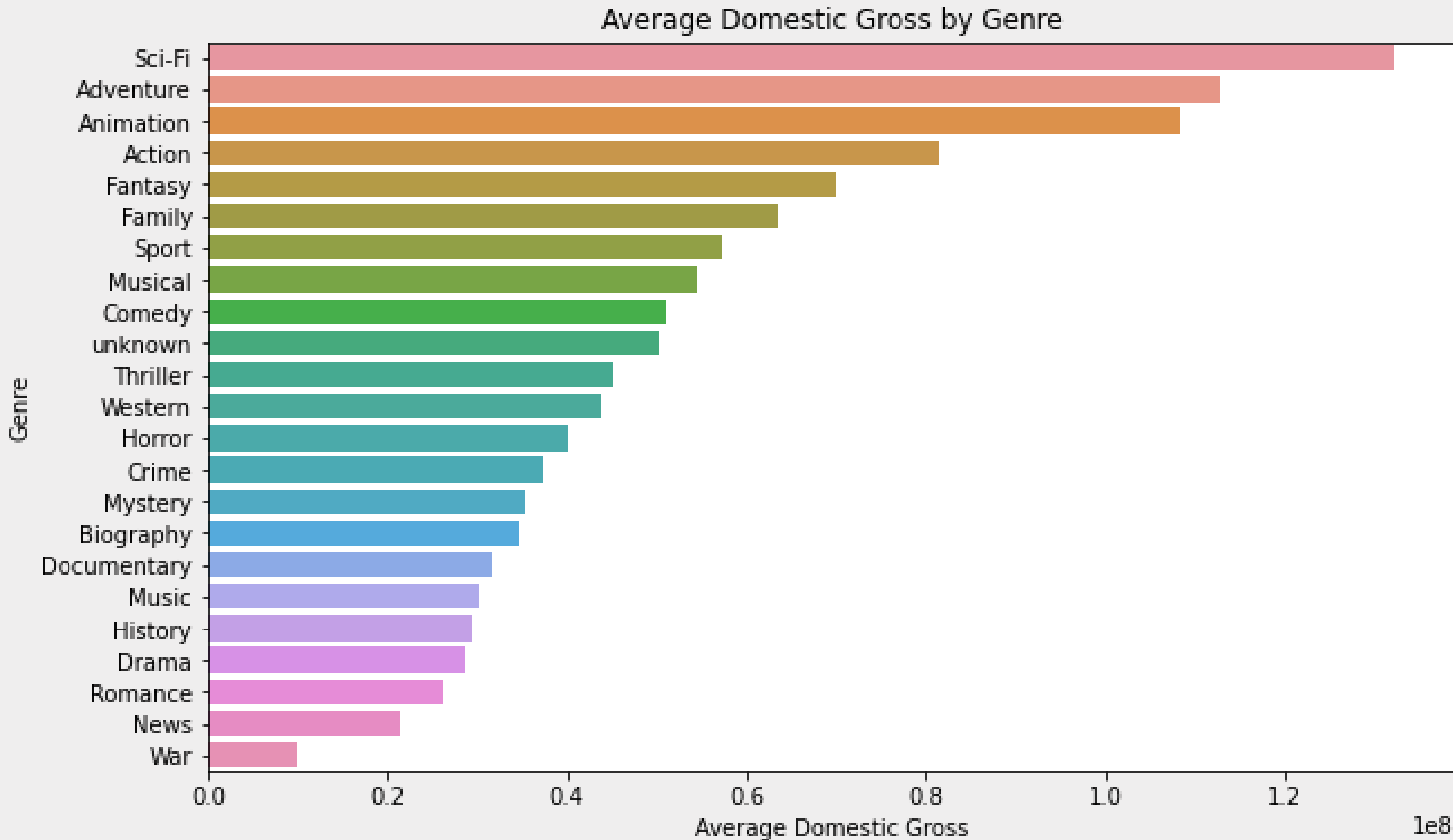
The analysis addressed the following key questions:

1. Best Release Seasons: Analyzed box office performance by release month to identify optimal seasons.
2. Successful Genres: Evaluated the popularity and box office success of different genres.
3. Runtime and Budget Analysis: Investigated the impact of movie runtime and production budget on box office performance.

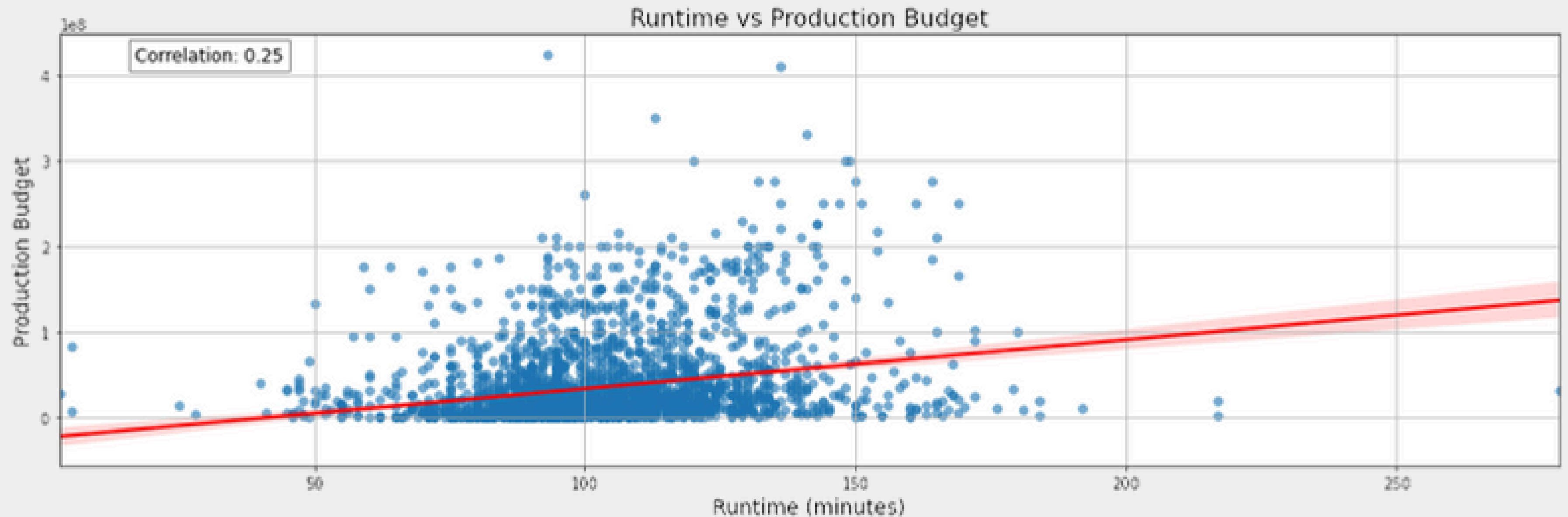
FINDINGS



The analysis shows that movies released during the summer (June to August) and winter holidays (November to December) tend to perform better in terms of domestic gross.



Sci-Fi, Adventure, and Animation genres show high popularity and profitability. These genres have broad audience appeal and tend to receive higher box office revenue and better reviews.



The analysis indicates that movies with moderate budgets (between 30M to 100M) and runtimes of 90 to 120 minutes tend to achieve a good balance between production cost and box office revenue.

Business Recommendations

1. Release Timing: Focus on scheduling major movie releases during the summer and winter holiday seasons to maximize box office returns.
2. Genre Focus: Prioritize the production of action, adventure, and family-friendly movies. These genres have a proven track record of success and offer higher potential returns.
3. Budget and Runtime: Optimize production budgets to fall within the \$30M to \$100M range and aim for movie runtimes between 90 to 120 minutes. This strategy balances cost and potential revenue, enhancing profitability.

Next Steps

1. Further Genre Analysis: Conduct a deeper dive into sub-genres to identify niche markets.
2. Marketing Strategy: Analyze the impact of marketing spend on movie success.
3. International Markets: Explore box office performance trends in international markets.

THANK YOU

